modern interiors

by

INSULITE

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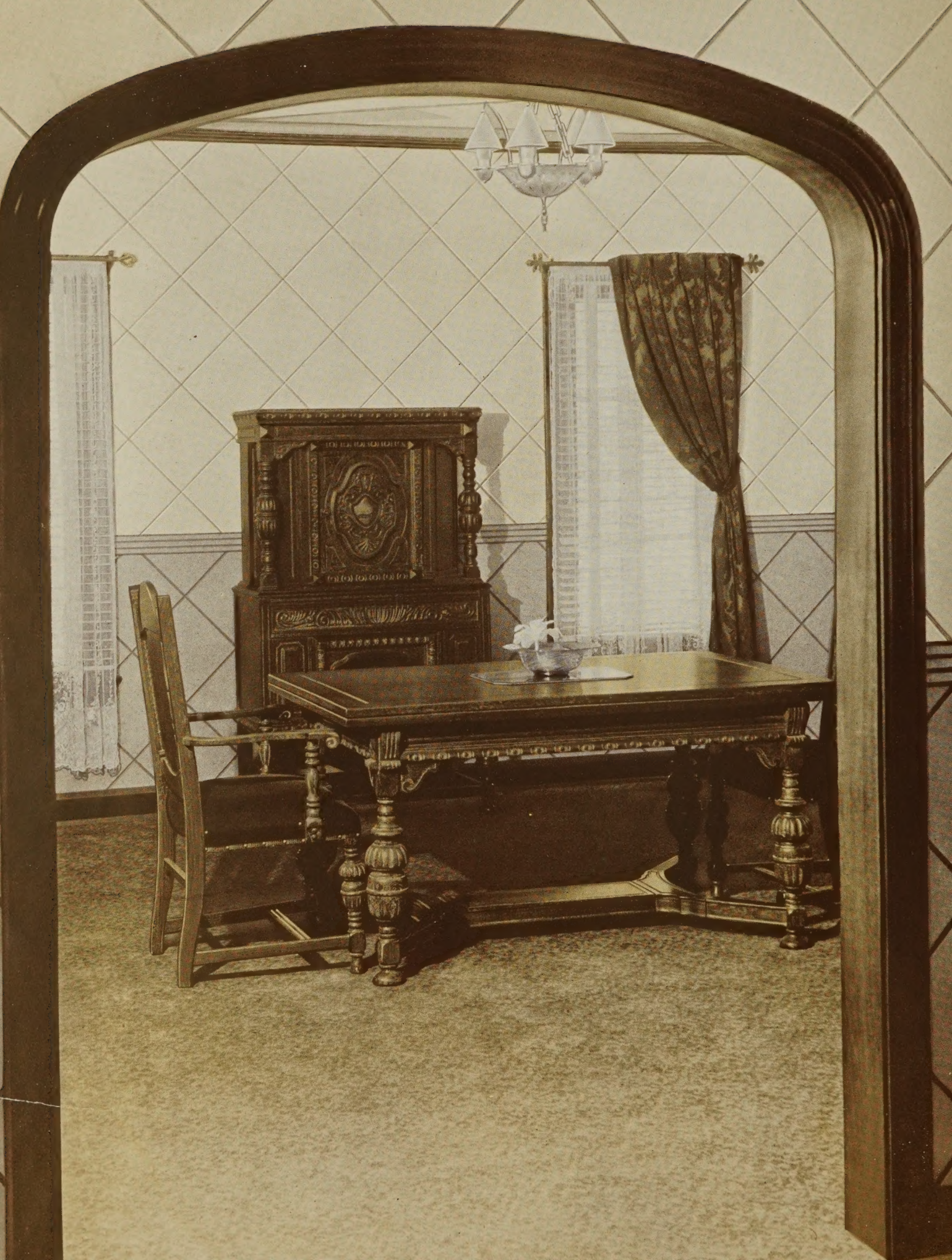
FOREWORD

Today building materials must meet more exacting demands than ever before. They must serve more than one purpose.

Insulite interior finish products serve five major purposes, highly important to the person planning to build or remodel:

1. Insulite provides permanent decoration.
2. Insulite provides charming, modern interiors.
3. Insulite provides efficient thermal insulation in walls and ceilings.
4. Insulite provides acoustical correction.
5. Insulite retards the passage of sound through walls and ceilings.

Insulite is the *original* wood fiber insulation board . . . accept no substitute.



Rooms decorated with Insulite products take on new life, new charm, and radiate an atmosphere of restful mellowness.

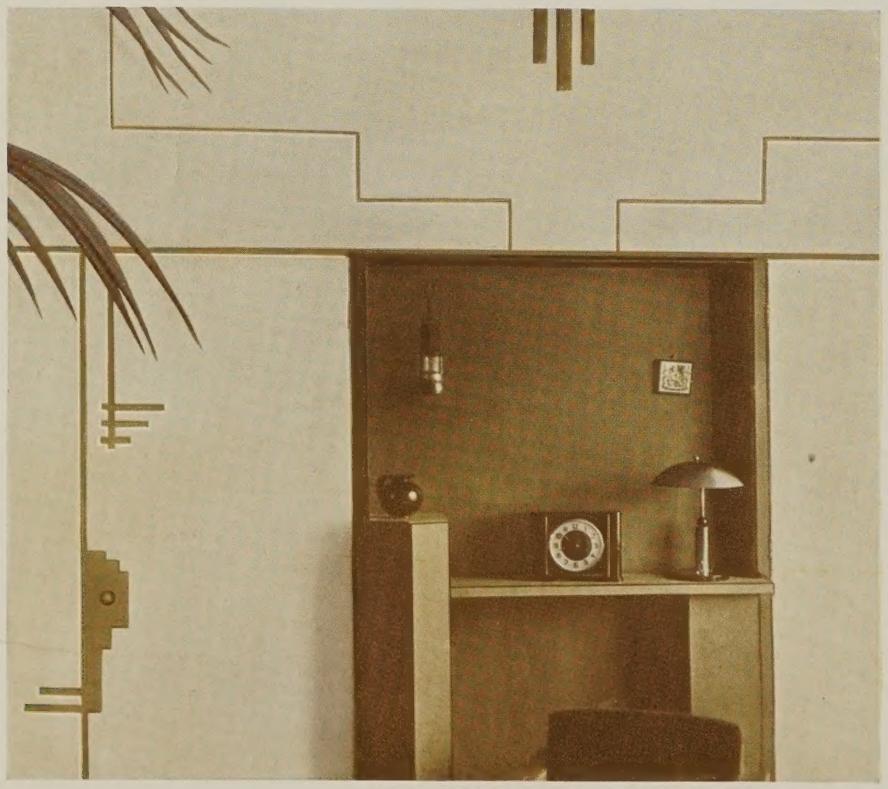
Insulite Plank and Tile—so named because of the plank and tile shapes in which these products are cut—enable you to create many distinctive interiors. Your room may be simple, like the living-room above, or you may have more formal, complex walls like the dining-room to the left, both from the same materials.

Insulite Plank and Tile are available in two colors—Ins-Light, the color of natural wood, and Graylite, a rich gray brown. Two textures are offered—fine screen and burlap.

You can readily imagine the many interesting combinations of color and textures these products place at your disposal. Insulite Plank and Tile may be used over existing walls and ceilings, as well as in new construction.

And remember, Insulite Plank and Tile offer you five important advantages at one low cost:

1. Permanent Decoration
2. Efficient Insulation
3. Sound Deadening
4. Acoustical Correction
5. Modern Interiors



The room above was once a dark, damp corner of a basement. Insulite has made it an attractive, healthy recreation room where good fun and cheer reign supreme.

Because Insulite absorbs sound, a recreation room with walls and ceilings of Insulite is a genuine "recreation" room. It's a room where children may shout and bang toys about without distressing those upstairs; it's a room where the radio may furnish dance music all night (with vocal refrains from the dancers) without disturbing the early-to-beds.

To the left is shown Insulite Building Board applied with space between the edges. Painted in accentuating colors, these lines emphasize the modern note of the treatment.

Kitchens needn't be drab and colorless. Not with Insulite ready to help you brighten up!

Notice the walls and ceilings of this kitchen. The joint lines have been accentuated with painted stripes, which add interest, color and gayety. Insulite PanelTile, with enameling, provides the wainscoting, which is easily kept bright and spotless.

Glance at the breakfast nook to the right. The flower pots, cut into the panels, bring a note of freshness and cheer. The paneled walls give height. A room that otherwise might appear small and cramped, Insulite has made this breakfast nook charming and cheerful.

Here's a dress shop that's been "dressed up" with Insulite—giving it an utterly new and modern appearance. It has a style in keeping with the garments displayed. The chromium mouldings, used at the joint lines, add a sparkling, modern note.

Insulite products are particularly suitable for modernizing stores and offices, because they can be quickly and economically applied to existing walls and ceilings. Using a combination of Insulite materials, in contrasting color and surface combinations, almost any type of interior can be installed without expensive reconstruction of walls.

People enjoy shopping in clean, airy interiors. Such interiors create confidence and display merchandise to the best advantage. Insulite will create such an interior for you.

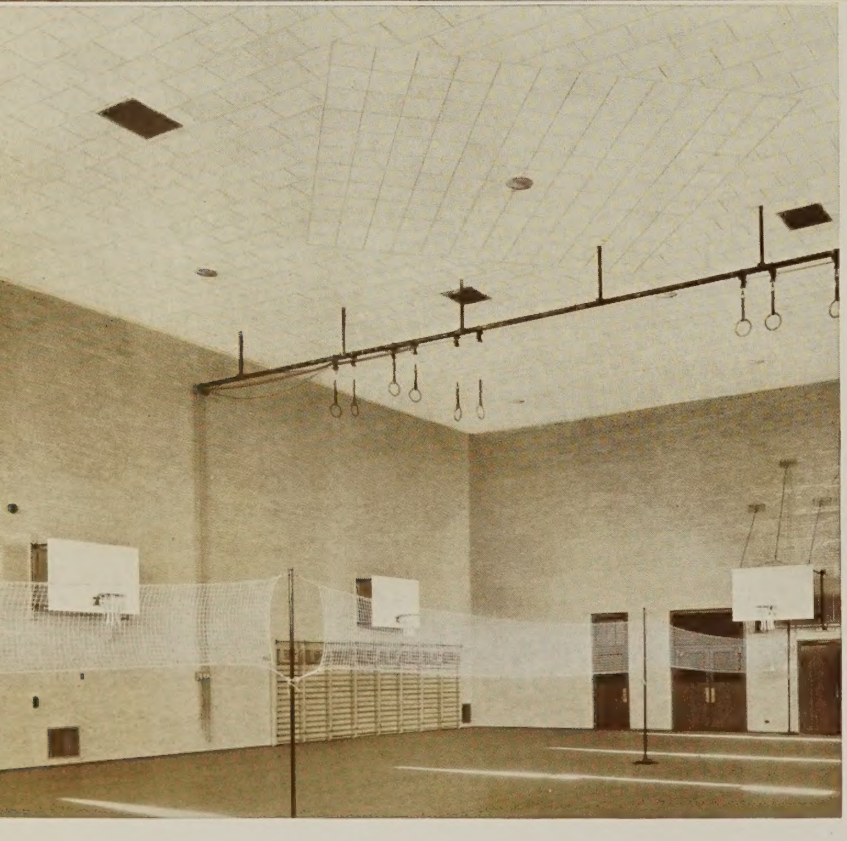
Insulite decorative materials absorb noise created within the room, assuring quiet.

Today the demand is for modern offices. Desirable tenants want offices that are quiet. They want offices with even temperatures.

Make your office space more desirable. That's the way to solve rental problems—to attract new tenants—to hold old ones.

Insulite products enable you to accomplish all of these purposes. Walls and ceilings covered with Insulite products provide interesting and distinctive decoration. Insulite products also absorb sound, making rooms and offices quiet. Insulite, the original wood fiber insulation board, provides effective insulation.

The choice of colors and textures of Insulite products, combined with design variations, make it possible to give a different treatment to every office in a skyscraper!



You can solve the two most important auditorium problems—decoration and acoustics—at one time and with one material when you use Insulite.

Insulite provides unusual decoration, as the auditorium above shows, and its use eliminates the possibility of a barren, funereal atmosphere which auditoriums so frequently have.

Insulite, with its acoustical correction properties, assures that every member of the audience will be better able to hear speakers or music. In addition, Insulite affords sound protection to prevent noises from the auditorium disturbing people in other parts of the building.

For church interiors, Insulite products offer exceptional possibilities. The use of Insulite creates architecturally impressive church interiors, as the photograph above shows.

In addition to making church interiors more beautiful, Insulite decorative products provide two important services—insulation against the passage of heat (which reduces fuel costs) and acoustical correction, which makes it easier for everyone in the congregation to hear.

When used in Sunday School rooms, Insulite prevents the noise of the children from disturbing others in the church. A church interior decorated with Insulite has yet another advantage—the surface can be cleaned without expensive repainting.

Insulite decorative materials can be used over old walls, cracked plaster. And the cost is less than you'll expect. In planning a new church, or in remodeling an old one, it will pay you to investigate Insulite.

Perhaps in no type of construction is Insulite more helpful than in theatres. Today, with sound pictures, correct acoustics in a theatre auditorium are imperative—and Insulite gives you that.

Insulite gives you, in addition, walls that are efficiently insulated — walls that make winter heating and summer cooling equipment more efficient and economical.

Insulite Tile and Plank in various sizes, colors and surface textures, together with large panels of Building Board which may be stained, stenciled or painted as desired, enable you to effect many beautiful and impressive combinations.

The lobby of a theatre is like the show window of a store. It must be bright, attractive and inviting. Here, too, Insulite proves its value in creating such a lobby, as the photograph to the left illustrates.

Insulite decorative materials go hand in hand with the richness and dignity required in the interior decoration of public buildings. There are no limitations to design when Insulite products are called on. They are versatile — fit any decorating plan. What's more, they absorb sound — assure quieter corridors, quieter offices. They reduce upkeep expense by eliminating frequent redecoration.

Insulite Products blend and harmonize with other materials.

At the right, decorative wood mouldings over large panels of Insulite Building Board suggest an individualized ceiling treatment that adds interest, yet is accomplished at moderate cost.

In the decoration of taprooms, grills and restaurants, Insulite proves itself an extremely flexible medium for expressing the modern trend in this type of interior. Insulite makes possible an unlimited number of interior treatments, ranging from the conservative to the ultra modern.

By using Tile, Plank and Building Board, singly or in combination in contrasting colors and textures, the designer may create an interior as highly individualized as desired.

Individual treatment may even be carried to the staining or burning of designs and sketches on the walls, as shown in the sporting scenes above from the walls of a taproom.

The buzz of conversation in crowded bars or taprooms is toned down to a pleasant and cheerful pitch by Insulite's sound-deadening properties.

Interiors of Insulite provide pleasurable and comfortable surroundings which attract patrons and build a permanent business.

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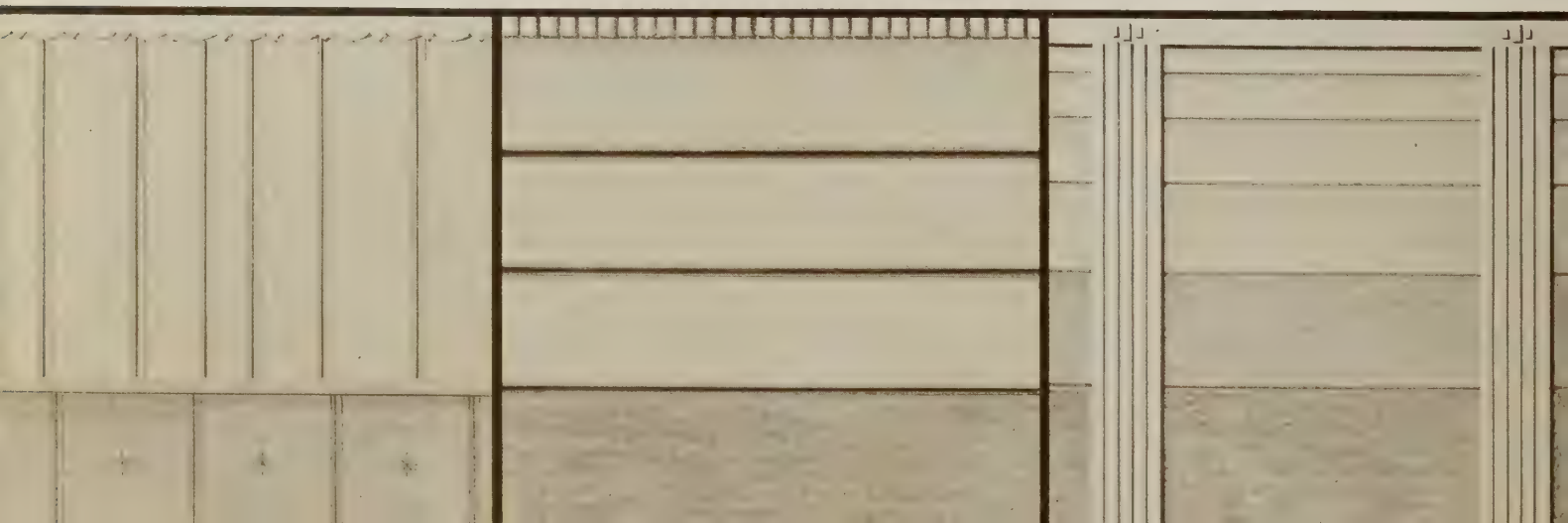
Insulite decorative materials include a variety of products.

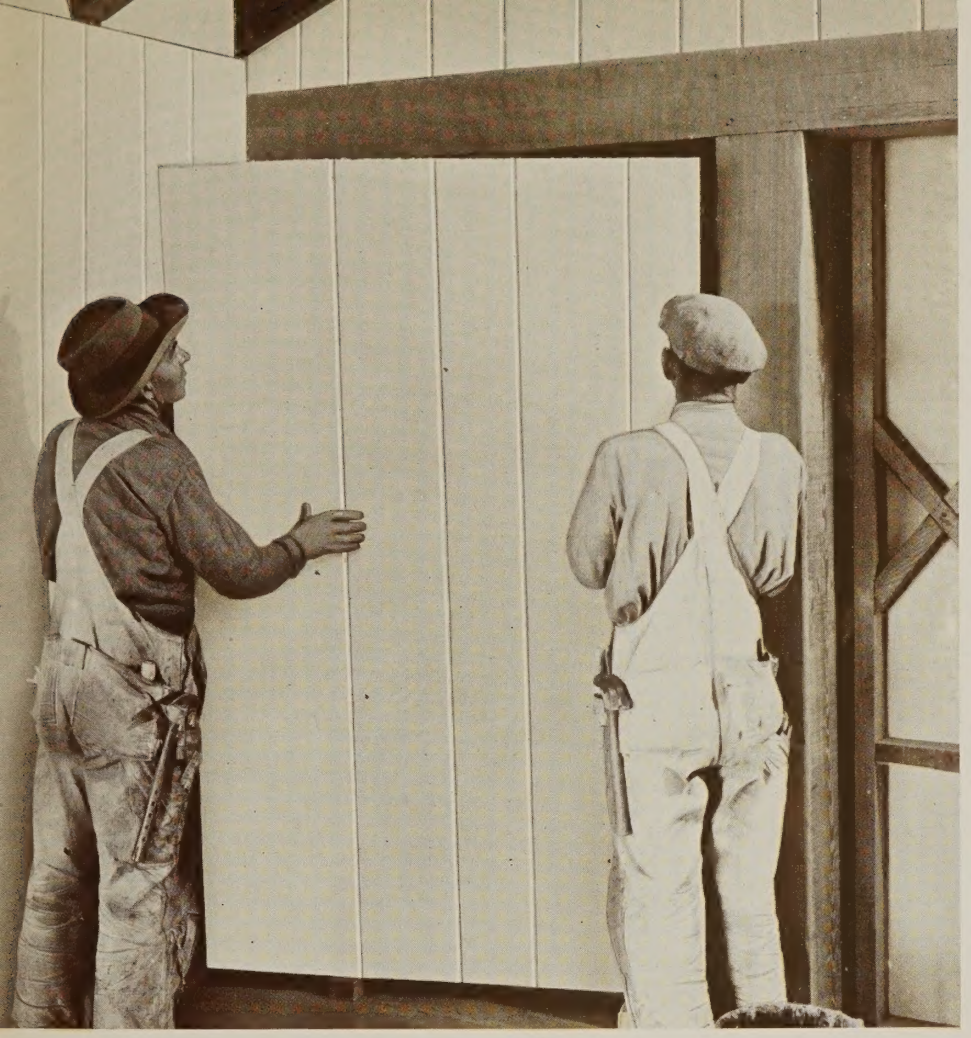
Tile provides unlimited possibilities for decorative treatment. Available in a wide range of sizes, either squares or rectangles, two colors—light color known as Ins-Light, or rich gray brown known as Graylite. Available with two surface textures — burlap or fine screen. Variety can be achieved by pattern, (a few of which are suggested below), or by combinations of colors and surface textures.

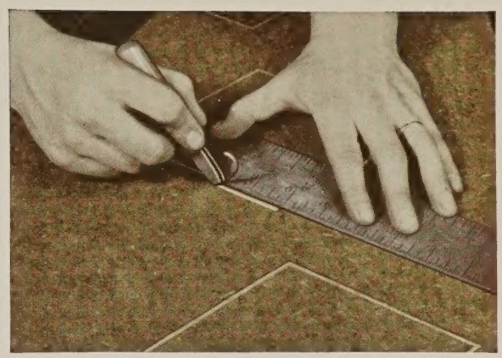
Plank is available in uniform or random widths. Furnished in same colors and surface textures as Tile.

Below: *Typical ceiling application patterns for Insulite Interior Finish products*

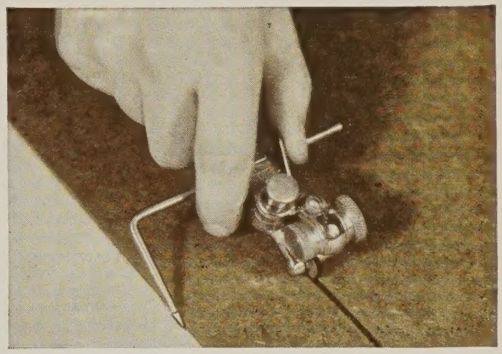
Below: *Typical sidewall application patterns for Insulite Interior Finish products*







The fluting tool illustrated here is a handy device for grooving and decorating Insulite HardBoard. It is easy to handle—decorative patterns are easy to follow.



A rotary paint striper is used either for striping or coloring joint lines or grooved markings.

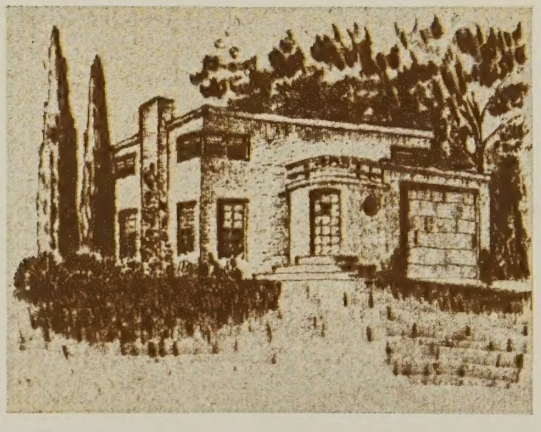
Insulite Building Board lends itself to attractive, decorative treatment in many ways. Available in a light color known as Ins-Light, or the rich gray-brown shade called Graylite. Big panels can be quickly grooved to simulate Tile and Plank by the use of a simple beveling tool. Or they can be grooved in straight or curved lines to form modern decorative motives, creating interesting and distinctive wall treatments.

(*Lower left*)—Grooving a large sheet of Building Board with a Stanley beveling tool that is as easy to handle as a carpenter's plane.

(*Below*)—Interesting decorative treatments on Building Board are possible with the Bevil-Devil.

Many and varied are the decorative effects obtainable through the use of a burning tool on Insulite. The illustration above shows a decorative panel used in one of the rooms of a prominent athletic club. The dark brown lines made by the burning pencil show up in pleasing contrast to the rich Ins-Light color.

Decorative possibilities with the Pyrorite pencil are limited only by the ingenuity and artistic ability of the planner and user. This is a simple and inexpensive means of decoration, and Insulite Building Board is the ideal medium for it.



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